

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A greeting card comprising:
a greeting card portion having at least a front panel and a rear panel, at least one of the panels having preprinted and personalized indicia thereon;
[of the panels having preprinted indicia thereon;]
a gift card having a coded portion with coded information thereon said gift card concealing a message on the panel having preprinted indicia; and
coupling means for temporarily securing the gift card to one of the front and rear panels whereby the panels initially conceal the gift card from view.

2. (Original) A greeting card as set forth in claim 1, wherein the front panel and rear panel are connected along a hinge line.

3. (Original) A greeting card as set forth in claim 2, wherein at least one of said panels includes preprinted indicia corresponding to a particular occasion.

4. (Original) A greeting card as set forth in claim 3, wherein at least some of the preprinted indicia is concealed beneath the gift card.

5. (Original) A greeting card as set forth in claim 1, wherein the coupling means includes adhesive.

6. (Original) A greeting card as set forth in claim 1, wherein the coded portion includes a personal identification number corresponding to the gift card.

7. (Original) A greeting card as set forth in claim 1, wherein the coded portion includes scannable information.

8. (Original) A greeting card as set forth in claim 7, wherein the coded portion includes a magnetic strip.

9. (Original) A greeting card as set forth in claim 7, wherein the coded portion includes a bar code.

10 (Original) A greeting card as set forth in claim 7, wherein the coded portion includes a transponder.

11. (Original) A greeting card as set forth in claim 7, wherein the coded portion includes a transmitter.

12. (Original) A greeting card as set forth in claim 1, wherein the panel carrying the gift card includes a window positioned in registry with the coded portion.

13. (Original) A greeting card as set forth in claim 1, wherein each of the panels of the greeting card portion has a width and length and the gift card portion has a width and a length which is less than the width and length of either of the panels.

14. (New) A greeting card, comprising;
a greeting card having a front and back panel, said greeting card provided with personalized and preprinted indicia;
a gift card applied to one of said front and back panels and said gift card concealing a message;
an envelope for containing and delivering said greeting card with said gift card applied thereto.